



2014 Voter Education Campaign Phase 1- about \$400,000 (HAVA)

- I. Paid Media
 - A. Used TV, Radio, Print and Online advertising
 - B. Generated more than 14 million impressions
 - C. Leveraged PSA to double budget, usually received a 1 for 1 match
 - D. Targeted rural voters, African American voters, and Hispanics
 - E. All paid media in English and Spanish
 - F. The ads polled well in post-phase I research. When shown the TV ad, 4 out of 5 said they felt favorable to the TV ad and 3 out of 4 found the ad informative and easy to understand.
- II. Earned Media
 - A. Secretary Berry visited more than 7 media markets across the state to promote voter education and knowledge of photo ID requirements
 - B. press releases sent and printed throughout the state
 - C. Secretary Berry wrote an op-ed which appeared in the Houston Chronicle.
 - D. Radio tours where Secretary Steen called radio stations across the state for interviews publicizing the photo ID requirements
 - E. Media releases for all our EIC locations, and Houston Press Conference for EIC mobile station kickoff
- III. Web and Social Media
 - A. frequent photo ID messages and reminders posted to our established VoteTexas twitter and facebook and reweeted through SOS twitter account
 - B. early use of VoteTexas Instagram to encourage voting, role will be expanded in phase II of the campaign
 - C. VoteTexas app updated and reflected photo ID info